



Lighting Your Fire

Sparking Your Inner
Motivation to Reach Your
Goals and Change Your Life

Special Report
Preview

Your Logo

Light Your Fire

Using Motivation to Fuel Your Future!

Special Report Preview

Congratulations on purchasing your very own Ready2Go Special Report!

You now have at your disposal another product in the extensive suite of completely developed Ready2Go products that you brand as your own and easily implement to grow your business. We certainly hope that you use this product in conjunction with the full suite of products, as regular contact with your clients and prospects is the most effective strategy for growing your business.

The full suite of Ready2Go products includes **professionally written, scripted and designed:**

- Pre-written tweets
- Special reports
- Audio training programs
- Success tips
- Speeches
- Teleseminars and Webinars
- Workshops
- Self-Study Programs

The special report is typically how the relationship begins. As a result of a variety of marketing activities (we provide 10 suggested activities in this package), prospects will come to your site to download your special report. They have now given you permission to send them more **information and you are on your way to converting qualified prospects to paying clients.** But it takes time for familiarity to grow, for trust to be developed and for your prospect to learn how you can solve their needs.

Maintaining persistent and consistent communication on a regular basis is not easy. And that is why we developed this multi-component Ready2Go Marketing Solution. This multi-touch marketing strategy, combined with your own marketing communications, gives **you a powerful, effective way to stay in touch and deliver value all year round!**

The Ready2Go topics are highly relevant to most target markets, easily customizable and specially designed to attract, nurture and convert clients in a systematic way. Plus these products can easily integrate with your own products, services and communications.

With this comprehensive suite of products, your prospects and clients will receive quality content, have an opportunity to establish familiarity and trust in you, and get sought after solutions to their needs.

Here's to your enjoyment and success!

A handwritten signature in black ink, appearing to read "Kim".

Kim Clausen,
President
Ready2Go Marketing Solutions, Inc

What You Get With Your Ready2Go Special Report

With the Ready2Go special report, here's what you get:

- A professionally crafted 8-12 page special report about a highly relevant, compelling topic that will drive visitors to your web site to opt-in, so you can begin a relationship
- Promotional copy that you can email or use as an advertisement
- A follow-up email, introducing them to your next offer (i.e., the 6-part audio series)
- 10 tips on how to use this report to grow your list

About Ready2Go Marketing Solutions, Inc.



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Ready2Go Marketing Solutions, Inc. — Instant Information Products to Market Your Business

Ready2Go Marketing Solutions, Inc., provides small business owners with turnkey marketing products, so that they can spend less time marketing and more time growing their business.

Ready2Go Marketing Solutions, Inc., offers a suite of plug-and-play marketing solutions, such as fully developed **workshops, teleseminars, speeches, audio training programs, special reports, success tips, tweets, video montages, articles and more!** These tools are ready-made for coaches, consultants, mental health professionals, trainers and speakers to customize and brand as their own, saving tons of time and effort.

We've completely eliminated the difficult and time-consuming task of content creation, so small businesses don't have to worry about marketing and selling. Instead they can now put their marketing on auto-pilot and focus on doing the work they truly enjoy.

Our products include everything small businesses need to deliver value-added communications and training to their clients and prospects. It's marketing made easy!

We Have Common Bonds

Like you, we are business owners and coaches who struggled with the lack of marketing materials to grow our own businesses. We were frustrated by the choices, the availability and the accessibility of quality marketing plans and materials that actually work.

So we did something about it. We went out and crafted marketing strategies that are highly effective, boldly innovative and creative.

Our team includes professional marketers, training developers, writers, copywriters, speech writers and designers who are poised to provide you with the highest quality products and services to grow your business.

And our Ready2Go marketing solutions are easy to follow and implement, **GUARANTEED**. Plus, if you need additional support to help you launch your Ready2Go marketing solution, we have trained coaches on staff to assist you.

For further assistance, contact us at support@ready2gomarketingsolutions.com or give us a call anytime.

Ready2Go Marketing Solutions, Inc. provides small business owners with completely developed, ready-to-implement marketing solutions to grow their business. We operate under the strongest ethics and quality standards.

10 Tips for Using Your Special Report to Grow Your List

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- 1. Place it in a highly visible location on every page of your website.** This is the most common way special reports are used. Once you have driven people to your website through different mediums, they will download the report, opt in to receive more information, and you can then begin to nurture a relationship with someone who has already expressed an interest in your products and services.
- 2. Offer it as a freebie at a speaking engagement.** Since the idea is to capture a name and email address so that you can begin a relationship, you do NOT want to just hand out your special report. You DO want to give a compelling summary of what you have to offer. Then you want people to fill in a sign-up sheet or drop off their business cards to have you send it to them. Note: you could also send them to your website to download it themselves, but the danger is that as time passes people will get distracted by other things and won't make it to your site.
- 3. Promote it on the back of your business card – call attention to it when you hand out your card.** Let people know that your business card is also their ticket to valuable information. They will be much more likely to hang on to it until they are in front of their computer again. Again, make your description of the report compelling enough to draw attention from the target market you most want to reach.
- 4. Add a compelling description of your special report to the signature line of your email.** You probably email hundreds of people each week, and even though they're not all connected to you through your business, you never know who they know. Make sure everybody in your network knows what you have to offer. This technique is one of the simplest yet most effective ways to grow your list.

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Promotional Copy

(This is a partial script of the promotional copy that you use to promote special report)

Promo Copy for Special Report:

We've all been there.

The holidays are over, you're carrying a few extra pounds, and you know it's time. Tomorrow you're going to head to the gym after work, sign up for a membership, and get back on track to your summer-ready, slender self.

In fact, you're not stopping there. You're going to get in the best shape of your life, achieving a whole new level of health, complete with defined thighs, ripped up abs & early morning jogs. There will be smoothies, and clean protein, and white teeth and tan shoulders and afternoons sipping mimosas on a yacht in the clear blue ocean...

At the very least, you're going to look GREAT by the time summer rolls back around, and heads will definitely turn.

Tomorrow comes & your friends invite you out to happy hour after work. It's been a rough day, so hey, why not? A few drinks later you're in your bed, and as you drift off to sleep you mutter, "Totally...working...out...tomorrow..."

Why is it so difficult to work up the motivation to do the things you KNOW are good for you? And why is it such a challenge to maintain the motivation to see your plans through to their end?

It all boils down to one simple word...SACRIFICE.

In order to do the things you've committed to, you have to sacrifice something else. After all, you can't be at the gym AND at the bar simultaneously. You can't eat a protein rich, low-carb diet while eating half a box of donuts. You can't type up page after page of your novel while sitting at the movie theatre for the Lord of the Rings marathon all day Saturday.

Sacrifice means giving up something that brings you momentary pleasure for something else that takes a bit of work for a potentially bigger, future payoff, and that's not easy.

That's why so few people actually achieve all they set out to accomplish, and why those select few people are often so richly rewarded for their efforts. Sacrifice takes commitment, and sometimes commitment takes more than a little motivation.

(The complete script is included in your special report package)

Special Report

Lighting Your Fire- Using Motivation to Fuel Your Future Special Report

(This is page 1 of 11 page special report)

Understanding motivation and using it to help you accomplish your goals can be one of the most powerful tools to have in your life-skills toolbox. Our very existence has been shaped by motivation, both from internal desires to get what we want or external requirements to receive praise or reward, or avoid negative consequences.

Motivation begins early in life as we discover that waving “bye-bye” makes people smile, crawling helps us get that toy, and climbing onto the counter gets the cookie in the cookie jar.

As we grow, we are often positively motivated to finish our dinner with the promise of ice-cream, clean our rooms in return for television time, or study our spelling words to get an “A” on a test. And we are equally as motivated to avoid discipline.

As adults, motivation is the necessary nudge that is often needed for us to complete our taxes, go on an early morning walk, finish a project, or pass on dessert. Motivation spurs us to try new experiences, take charge of our health, and set and reach bold goals. It is without motivation that we find ourselves stuck in a rut, working in a career that bores us, staying in debt, becoming the proverbial couch potato, and feeling life-less.

The good news is that we are wired to be motivated and have within us the ability to take action to make changes for improving our well-being and reaching our dreams.

But what is motivation really? Is it a chemical reaction in our body, a force of power from outside ourselves, or deep seated emotions that inspire us to take action? And how do we learn to maximize its potential anytime, anywhere to complete a last minute project at work or fulfill a dream to travel the world?

This report will define what motivation is, where it comes from, the different ways we use it, and how to tap into the deepest, most powerful parts of motivation to propel us to achieve our goals and dreams.

Let’s get started!